

# MEDIA PACK



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APIL  
MEDIA  
PACK

# CONTENTS

About us	02
Ways of marketing to our members	03
On the web	03
PI Focus	04
Expert and rehabilitation services directory	04
Rehabilitation services database entry	05
Conferences exhibitions and sponsorship	06
Price list and advertisement specifications	07
Copy deadlines	09



# ABOUT US

The Association of Personal Injury Lawyers (APIL) was founded in 1990 by a group of lawyers working on behalf of injured people and is a well-established, national, not-for-profit organisation. APIL fights to ensure injured people receive full and fair redress for their often life-changing injuries.

APIL is run by a committed team of professional staff at the Nottingham headquarters who undertake campaign work at the highest levels of Government and in the press, and provide information and training to help ensure its members offer the highest standards of ethical legal advice.

With a membership of over 3,200 lawyers, APIL provides many services to its members in the form of publications, searchable contact databases, and briefing notes.



## WAYS OF MARKETING TO OUR MEMBERS

There are many ways in which advertisers and experts can market their services to our members:

- On the web
- Publications - PI Focus magazine and expert and rehabilitation services directory
- Apil events
- Expert database (expert services only)

### ON THE WEB

[www.apil.org.uk](http://www.apil.org.uk)

There are a number of opportunities available for placing a banner on our web site at apil.org.uk, depending on the nature of your business.

The members' password protected area of our website is the most comprehensive information resource available for our members and is easy to navigate through its various forums, groups and publications.



## PI FOCUS

APIL's PI Focus is circulated to all current subscribing members of the association. It is also available on subscription to organisations supporting the aims of the association or experts choosing the new enhanced subscription.

Published ten times a year, PI Focus is packed full of news, reports, essential updates, legal articles, case notes and specialist features for personal injury lawyers. Advertising space is limited in each edition and does book up quickly. The publication is circulated along with a limited number of flyers.



## EXPERT AND REHABILITATION SERVICES DIRECTORY

APIL's expert and rehabilitation services providers' directory is published in June. The directory is compiled from APIL's databases which are available online, or as a personal service for APIL members upon request.

The directory contains details of around 490 experts, those offering rehabilitation services and other support organisations appear at the back of the publication.

### REHABILITATION SERVICES DATABASE

APIL is keen to promote helping injured people have access to rehabilitation services. There is therefore no fee to be listed on APIL's online rehabilitation services providers' database and only a small charge for inclusion in the hard copy directory.



## EXPERT DATABASE

Our well-established expert witness database holds the details of around 490 experts from a diverse range of disciplines. At present our members carry out over 1,030 unique online searches each month, in addition to over 40 experts' details being given out to APIL members each month from postal, email and telephone enquiries coming into the office.

As well as providing APIL members with a valuable resource, we can also provide experts with excellent opportunities to market their services directly to thousands of personal injury lawyers nationwide.

A standard package includes contact details and areas of expertise. The enhanced option displays a photograph and logo along with details of expertise within both the directory and online database.

Enrol online or through returning a completed application pack (available on request or downloadable from our website) expert database entries remain registered for a full 12 months. Experts also appear in the Experts and Rehabilitation Services Directory sent out to all of our members in June.

Advertisers and experts may also choose to advertise in the publication.



## CONFERENCES EXHIBITIONS AND SPONSORSHIP

In 2022, APIL will run the advanced brain & spinal cord injury residential conference at the Celtic Manor Resort in Newport, South Wales in early May.

This hybrid event gives delegates the opportunity to either attend in person or alternatively, view the event virtually via APIL's conference app. All delegates will have full access to the conference app and this new feature will play an important role in the event, giving our sponsors and exhibitors even more opportunity than ever before to keep in touch with the conference attendees.

Sponsorship and exhibition packages are limited and we expect them to sell quickly. If you would like to attend we would urge you to book now to avoid disappointment!

For further information on this and other APIL conference sponsorship and exhibition opportunities, please contact Kathryn Scott at [kathryn.scott@apil.org.uk](mailto:kathryn.scott@apil.org.uk).



# PRICE LIST AND ADVERTISEMENT SPECIFICATIONS

ITEM	DESCRIPTION	COST (EXC VAT)
<b>PI FOCUS MAGAZINE</b>		
10 issues per year / 4 colour CMYK (adverts can be mono)	Display advert sizes (w) x (h)	Per issue
Full page inside front cover	210mm x 297mm + 3mm bleed	£1,230
Full page	210mm x 297mm + 3mm bleed	£1,050
Half page – landscape	170mm x 124mm	£620
Quarter page	170mm x 60mm	£320
Back page (PI Focus only)	210mm x 297mm + 3mm bleed	£1,530
Flyer insert (PI Focus only)	A4, A5 and A6 inserts accepted, matt, uncoated finish, maximum weight 28g, print 3,500 per issue (once insert has been authorised)	£410

ITEM	DESCRIPTION	COST (EXC VAT)
<b>EXPERT &amp; REHABILITATION SERVICES DIRECTORY</b>		
Annual publication / black & white	Display advert sizes (w) x (h)	Per year
Full page inside front cover	185mm x 272mm + 3mm bleed	£1,230
Full page inside back cover	185mm x 272mm + 3mm bleed	£1,130
Full page	185mm x 272mm + 3mm bleed	£1,050
Half page – vertical	87mm x 272mm	£620
Half page – landscape	185mm x 123mm	£620
Quarter page	87mm x 123mm	£320



# PRICE LIST

ITEM	DESCRIPTION	COST (EXC VAT)
Purchase of expert witness directory	Your own personal copy. All advertisers receive a complimentary copy	£50 (No VAT)
<b>MAILING LISTS</b>		
Full list of members or by regional group, special interest group or listing by accredited members (only those who have 'opted in' will be included in a listing)	Per contact name - electronic <small>*A sliding price scale is available if multiple uses are purchased within 6 weeks of the first, with a maximum of 6 uses per annum</small>	From 22p*
<b>WEB BANNER ADVERTISING</b>		
Opportunity to place a banner on particular pages of <a href="http://www.apil.org.uk">www.apil.org.uk</a>	Differing hit rates for individual pages - please contact us for details	£50 - £400 per month
<b>EXHIBITIONS AND SPONSORSHIP</b>		
	Please contact <a href="mailto:anthony.lord@apil.org.uk">anthony.lord@apil.org.uk</a> to reserve your exhibition space at one of our prestigious residential events and for details of the sponsorship packages available	Prices vary for each event



# COPY DEADLINES

PI Focus

MONTH	ARTWORK COPY DEADLINE	PUBLICATION DATE
January	No issue	
February	04/01/2022	02/02/2022
March	01/02/2022	02/03/2022
April	08/03/2022	31/03/2022
May	12/04/2022	05/05/2022
June	03/05/2022	01/06/2022
July	10/06/2022	07/07/2022
August	No issue	
September	05/08/2022	01/09/2022
November	05/09/2022	03/11/2022

Artwork is full colour and should be provided as hi-res CMYK PDF file with a minimum of 300dpi and all fonts embedded.

# ADVERT SPECIFICATION

Expert &amp; Rehabilitation Services Directory 2022/2023

COPY DEADLINE  
Friday, 13 May 2022

PUBLICATION DATE  
July 2022

Artwork must be supplied by email, CD or on disk in one of the following formats:

- PDF (with embedded fonts, and preserved spot colours for PI Focus only)
- EPS (with all fonts outlined)
- JPEG and TIFF
- QuarkXpress for Mac, InDesign and Illustrator (with all pictures, links and fonts supplied).

While the PI Focus is a colour publication the Expert and Rehabilitation Services Directory is a black and white publication. Adverts not supplied in the appropriate format will be charged for conversion.



CMYK



